Setting up of SS.Is and Cottage Industries in rural areas

3090. DR. RANBIR SINGH:
SHRI RAM NATH KOVIND:

Will the Minister of INDUSTRY be pleased to state:

(a) whether Government have been requested to set-up Small Scale Industries and Cottage Industries in rural areas so that the rural unemployed people may not migrate to urban areas;

(a) if so, the details thereof;

(b) whether Government propose to take some action on these requests;

(c) if so, the details thereof; and

(d) if not, the reasons therefor?

TH£ MINISTER OF INDUSTRY (SHRI MURASOLI MARAN): (a) to (d) No, Sir. Setting up of small scale Industries is primarily the responsibility of the individual entrepreneurs. However, Central and State Governments supplement their efforts by way of providing infrastructural facilities, incentives, financial assistance through various institutions like SIDS1, NABARD, etc. for setting up of small scale and cottage industries in the rural area as well as imparting training to the rural artisans for development of skill in various trades.

In addition, state level Financial Corporations and State Industrial Development Corporations are also facilitating the growth of Small Scale Industries. Impressive performance has been shown by the Small Scale Sector in the country as a whole. Out of 27.24 lakh registered units, 42% are functioning in rural areas accounting for 33% of the total employment. Moreover, the Government has also implemented Rural Employment Generation Programme in Khadi and Village Industries Sector through KVIC. The Government is also implementing Schemes like the Prime Minister's Rozgar yojana for the educated unemployed youth, Special Employment Programme and Intensive Development of Rural Industries for generation of self-employment in rural areas so that rural unemployed youths may not migrate to urban areas.

(e) In view of above, question does not arise.

Lack of marketing and advertisement facilities

3091. MISS SAROJ KHAPARADE: Will the Minister of INDUSTRY be pleased to
state:

(d) whether Government are aware that lack of marketing and advertising facilities are the main cause of backwardness of small scale industries in the country particularly in Maharasthra State; and

(e) if so, the steps Government propose to lake to provide consistent markets and advertisements to SSI sector in the country and particularly in Maharashtra?

THE MINISTER OF INDUSTRY (SHRI MURASOLI MARAN): (a) and (b) One of the main problems faced by small scale industries in the country including the State of maharashtra is lack of adequate marketing and advertisement facilities. Marketing being an entrepreneurial function in a free market economy, guaranteed market can not be provided by the Government. Nevertheless the marketing support is being extended to Small Scale Industrial units all over the country through various measures such as Reservation of items for exclusive purchase from SSI sector. Single Point Registration Scheme, Sales through marketing outlets by various marketing organisations' of Central and State Governments. Industries certified as Small Scale Industries by Central or State Governments who advertise through Akashvani or Doordarshan direct are eligible for a concession of 15 per cent in the prescribed rates.

Car project with foreign Collaboration

3092. PROF. RAM KAPSE: Will the Minister of INDUSTRY be pleased to state:

(a) whether it is a fact that the Toyota Motors of Japan and Kirloskar group have decided to launch car project in greater Noida, Uttar Pradesh; and

(b) if so, assistance offered or proposed to be offered by the Union and the State Government for setting up this project?